



Alumni Association President's Goals 2009-2010

Presentation to the Board of Visitors
November 19, 2009



WMAA President's Goals

- **Overall Goal – To better integrate the Alumni Association into the William and Mary experience, both for current students and alumni.**
- **Collaboration with College**
 - Lifelong Relationships
 - Data Integrity
 - Partnership with Development
 - Capital Campaign
- **Enhanced Communication**
 - Technology
 - Print
 - Social Media



WMAA President's Goals

- **Restructuring of Board of Directors**
 - Proactive vs. Reactive
 - Board Composition – More Representative of Alumni
 - Nomination & Selection Process
 - Committee Structure
 - Better Utilization of Board Members
- **Strengthening of Financial Base**
 - Revenue Generation
 - Development Initiatives
 - Cost Savings